



DEPARTMENT OF THE NAVY

COMMANDER
NAVY REGION, MID-ATLANTIC
6506 HAMPTON BLVD.
NORFOLK, VA 23508-1273

IN REPLY REFER TO:

COMNAVREG MIDLANT
INST 5600.11
Code 00PA
20 JUN 2002

COMNAVREG MIDLANT INSTRUCTION 5600.11

Subj: POLICY GUIDANCE FOR DISTRIBUTION OF FREE
COMMERCIALY PRINTED MATERIAL AND PUBLICATIONS AT
NAVAL ACTIVITIES IN THE MID-ATLANTIC REGION AND
RESPONSIBILITIES OF THE PUBLICATION REVIEW BOARD

Ref: (a) SECNAVINST 5720.44 Series
(b) CINCLANTFLTINST 5400.2 Series
(c) OPNAVINST 5400.24 Series

Encl: (1) Rack Diagram
(2) Distribution Locations

1. Purpose. To establish policy pertaining to the distribution of free commercially printed materials and publications distributed on military installations in the Mid-Atlantic Region, and outline the responsibilities of the Publication Review Board (PRB). All publications currently being distributed aboard naval installations and activities in the Mid-Atlantic Region will be reviewed, in accordance with this instruction and guidelines provided in reference (a), by the Publication Review Board. The Board will recommend to the Commander whether to grant or deny distribution privileges.

2. Cancellation. COMNAVBASENORVAINST 5600.11E. This instruction defines new organizational and functional responsibilities and should be read in its entirety

3. Action. This directive is effective upon receipt. All other command and organizational instructions, notices and/or standard operating procedures are to be reviewed and revised as necessary to conform to this directive.

4. Applicability. This directive applies to all commands directly subordinate to Commander Navy Region, Mid-Atlantic.

5. Background. Organizations routinely request permission to distribute free commercially printed material and publications aboard naval installations. The proliferation of free

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commercially printed material and publications on naval activities in the Mid-Atlantic Region is an on-going concern. The amount of space taken up by such materials and the process of fairly allocating and assigning a finite number of distribution points, requires a standardized review and approval process. Navy policy, as established through references (a) through (c), requires the Commander to institute a program and policy to address this issue.

6. Scope. This instruction pertains to any commercially printed material or publication offered free on Navy installations and activities in the Mid-Atlantic Region. Reference (b) assigns area coordination to COMNAVREG MIDLANT as defined in references (b) and (c). This does not include material available through base libraries, technical or educational material utilized for official purposes, nor materials and publications for sale through the Navy Exchange System or the official Navy newspaper of the region. As an internal, command sponsored information vehicle, The Flagship newspaper enjoys special distribution privileges not granted to other publications.

7. Responsibilities

a. COMNAVREG MIDLANT shall:

(1) Set overall policy regarding the distribution of free commercially printed material and publications aboard Navy installations and activities within the Mid-Atlantic Region.

(2) Appoint, in writing, the members of the (PRB). Its composition will include the Regional Public Affairs Officer, Regional Staff Judge Advocate, Regional CNOMC, CNOMC/CMDMC from each installation and one civilian member from the Regional Business Office staff.

(3) Require the board to meet annually in July or as otherwise required.

b. COMNAVREG MIDLANT Public Affairs Officer:

(1) Serves as designated point of contact for publications or their representatives who have questions on how to request permission to distribute material within the Mid-Atlantic Region.

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(2) Maintain a list of approved free commercially printed materials and publications and approved location(s) assigned to them.

(3) Presides over the PRB.

8. Principles and Operating Procedures

a. The Publication Review Board has sole authority to grant distribution privileges to publishers. The board is guided by one fundamental tenet that supersedes all other considerations: No publication will be allowed distribution privileges if the distribution of the publication interferes with the accomplishment of a military mission, assigned duties or responsibilities or is not conducive with good order and discipline.

b. In addition to the primary consideration of the mission is the matter of control over distribution. Without positive and responsible control, free commercially printed materials or publications reach a point where they become an administrative burden on the installation and its tenants, interfering with operations. In addition, facility managers may find that excessive literature detracts from the appearance or main purpose of that facility. Accordingly, Installation Commanders' and facility managers' input will be sought by the PRB for consideration prior to any decision on the granting of distribution privileges.

c. The sequence of events for free printed material and publications to be approved for distribution is as follows:

(1) A publisher or representative must request permission for its free printed material or publication to be distributed. The request must be in writing, including at least three representative samples of the material to be considered, and describe in detail the specifics of what is being requested (e.g., the numbers of copies to be distributed on Navy installations and activities; the Navy installations and activities on which it will be distributed; how often the printed material or publication is to be distributed; the distribution points desired from among allowable locations identified in enclosure (2); how distributed and maintained, etc. The request must be delivered or mailed to the Publication Review Board, Commander, Navy Region, Mid-Atlantic, 6506 Hampton Boulevard, Room 1101, Norfolk, VA 23508-1273 prior to 1 July each year. Period of distribution is for a one (1) year term beginning 1 August of each year.

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(2) The PRB will review all applications in accordance with references (a) through (c) and will recommend to the Commander whether to approve or disapprove the request to distribute and assign distribution locations. The PRB shall inform the requester, in writing, of the board's decision by 1 August.

(3) If a request to distribute is approved, the publishers will be subject to the following requirements:

(a) Publications must contain a minimum of one page of editorial content.

(b) Publishers or their representatives will ensure that their publications and racks are orderly in appearance at all times. Carriers may not use another publication's rack. Publishers are responsible for the actions of their representatives.

(c) The rack will prominently display the following notice: "The availability of these materials does not express or imply endorsement by the Department of Defense, the United States Navy or Federal Government".

(d) Advertising in the free commercially printed material or publication must be made available for purchase, use or patronage without regard to race, creed, color, sex, age, national origin, religion, disability, marital status, political affiliation or sexual orientation of the purchaser, user or patron.

(e) If an establishment is placed off limits to military personnel by the Armed Forces Disciplinary Control Board, free commercially printed materials and publications carrying advertising from such establishments will be barred from distributing on Navy installations and activities in the Mid-Atlantic Region.

(f) Advertisers must comply with federal and state laws, good taste and business ethics.

(g) Advertisements containing adult content or content inappropriate for a family audience are prohibited.

(h) Free commercially printed material or publication racks will conform to the size of the publication being distributed. All publications distributed in areas exposed to

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weather conditions must be in an enclosed rack. In no case shall the rack be larger than the standard broadsheet format. The rack for a broadsheet should be configured to the dimensions shown in enclosure (1).

9. Compliance. Publishers will police their own free commercially printed materials and publications. Non-compliance with any term of this instruction will be considered a material breach of any distribution agreement and may result in cancellation of all distribution privileges aboard naval activities in the Mid-Atlantic Region.

10. Distribution Points. Location(s) of distribution points for free commercially printed materials and publications aboard naval activities in the Mid-Atlantic Region will be determined by the PRB and will take into consideration the following:

a. Type of publication: Free commercially printed materials and publications will receive distribution location(s) dependent on the type of publication or material it contains and the market it is trying to reach, subject to certain limitations. The PRB will determine the type of publication based on the publisher's submission for distribution privileges.

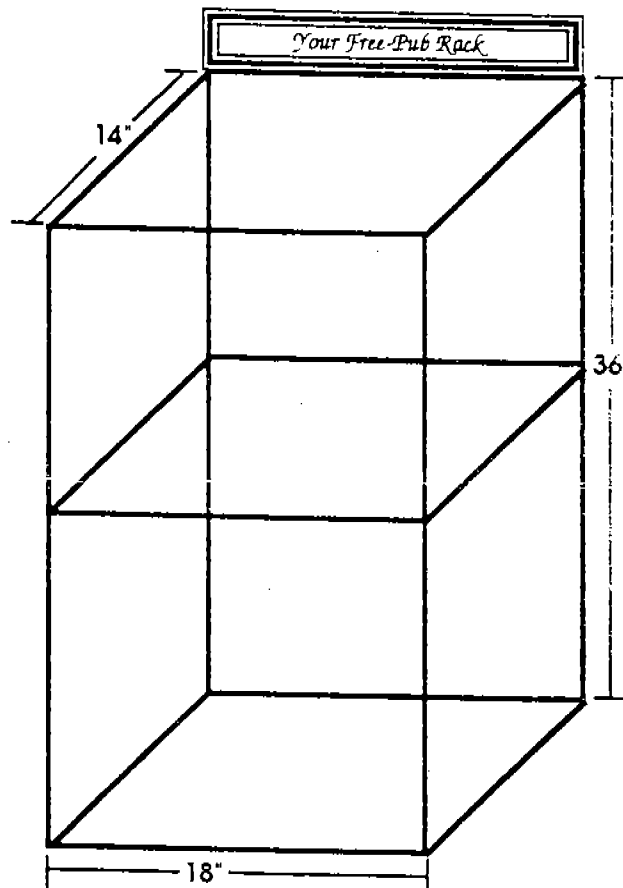
b. The list of approved distribution locations is contained in enclosure (2).


DAVID ARCHITZEL

Distribution: www.cnrma.navy.mil

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**Free Commercially Printed Materials and Publications Racks
Must Be No Larger Than The Broadsheet Rack
Outlined Below:**



Encl (1)

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**AUTHORIZED DISTRIBUTION LOCATIONS FOR FREE COMMERCIALY
PRINTED MATERIAL**

(1) Naval Station, Norfolk

Navy Exchange Mall (Main Entrance - one rack)
Commissary (Main Entrance - one rack)
Main Gate Movies 10
Club Pier 26
C-9 Theater
Waterfront Gym (Q-80)

(2) Naval Station Norfolk, Chambers Field

Navy Exchange Mini Mart
Breezy Point Club

(3) Naval Support Activity (NAVSUPPACT), Norfolk

CINCLANTFLT Compound:

Bldg. NH-21 (Club Atlantis)
Bldg. NH-18 (NEX/Credit Union)
Bldg. NH-30 (Gymnasium)
Bldg. NH-42 (Wellness Center)
Bldg. MC-1 (Marine Corps Exchange)

NAVSUPPACT Northwest Annex:

Bldg. 237 (Mariner Club)
Bldg. 65 (Fitness Center)
Bldg. 374 (FFSC)
Bldg. 4 (NEX)

Lafayette River Annex:

None

(4) Naval Amphibious Base, Little Creek

Bldg. 3126 (Navy Exchange)
Bldg. 3335 (Navy Lodge)
Bldg. 3034 (Country Store)
Bldg. 3624 (Foc'sle)
Bldg. 1611 (NEX Waterside)
Bldg. 3560 (Bowling Center)

Bldg. 3620 (CPO Club)
Bldg. 3120 (Fleet and Family Support Center)
Bldg. 3445 (Commissary)
Bldg. 3147 (Rockwell Hall)

(5) Naval Air Station, Oceana

Commissary (Bldg. 4000)
Navy Exchange (Bldg. 292)
Mini Mart (Bldg. 542)
Officers Club (Bldg. 480)
Great Escape (Bldg. 430)

Dam Neck

NEX/OASIS/GYM
Bowling Alley
Shifting Sands

(6) Naval Medical Center, Portsmouth

Sandbar/NEX

(7) Naval Weapon Station, Yorktown

Navy Exchange
City Limits Club
Twin Pin Bowl
Gymnasium
Cheatham Country Store
Cheatham Community Center